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United States Information Agency

Washington, D.C. 20547

Executive Registry

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December 21, 1984

Dear Bill:

The U.S. Information Agency's new global satellite network WORLDNET was featured in the current issue of TV Guide and I am pleased to send you a copy.



Since its inception last fall, WORLDNET has enabled the United States government to project its foreign policy message more rapidly and accurately overseas to every region and continent of the world. This year cabinet and senior administration officials took part in discussions involving African participation in the Summer Olympics, conflicts in Central America, INF deployment and strategic arms talks, international trade and the world debt crisis.

In nearly every case, these broadcasts were heard or read by foreign audiences numbering in the millions.

In vital ways, WORLDNET has become a modern tool of diplomacy.

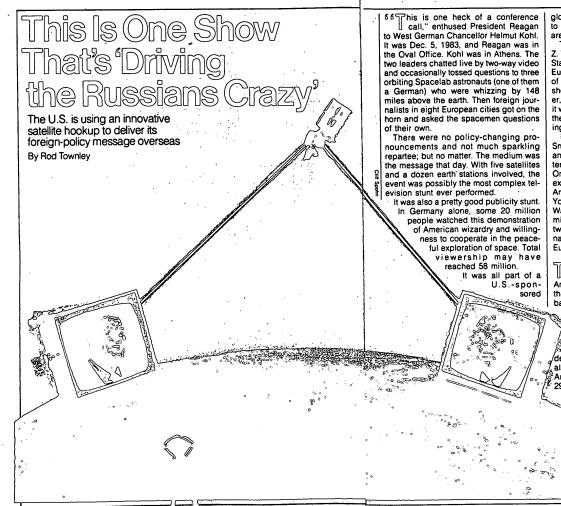
Sincerely,

Charles Z. Wick

Director

The Honorable
William J. Casey
Director
Central Intelligence Agency





global hookup called Worldnet, designed to put America's best foot forward in the arena of world opinion.

The service is the brainchild of Charles Z. Wick, the colorful director of the United. States Information Agency. Wick was in Europe in October 1983 when word came of America's invasion of Grenada. "I was shocked," he says, "that Margaret Thatcher, whom I respect and admire, [felt] that it was an improper exercise. ... I realized there was an enormous misunderstanding."

ing."
He came home and instructed Alvin Snyder, the USIA's director of Television and Film Service, to put together an international satellite network right away. Only a week later (Nov. 3), the Worldnet experiment was launched. United Nations Ambassador Jeane Kirkpatrick in New York, two State Department officials in Washington and two East Caribbean prime ministers in Barbados responded live (via two-way audio, one-way video) to journalists gathered in U.S. embassies in five European cities.

he exchanges were spirited. At one point, a German reporter asked if the American invasion of Grenada was like the Soviet invasion of Afghanistan. Ambassador Kirkpatrick shot back: "That's a really outrageous question!" And she proceeded to lay out the difference between force used to liberate and cree used to subjugate.

European coverage of this Worldnet

European coverage of this Worldnet debut exceeded all expectations. Usually, says Wick, USIA efforts to explain American policies get "relegated to page 29" in the foreign press. But this was front-page stuff. And there was "absolute by unprecedented" TV coverage as well: In England, In-

try unprecedented" TV coverage as well: In England, Independent Television's Channel 4 aired a lengthy report on the Worldnet press conference.

Anxious not to lose momentum, Wick arranged other farflung media events and di- → L.-r.: Ronald Reagan, Helmut Kohl.

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